

# Be Sure - Don't Guess

No matter how anxious you may be to acquire a home or make money, you should assure yourself that your investment will be surrounded with every possible safeguard. You should make certain that you will obtain your money's worth for each dollar expended—and that your investment will yield future profits.

These very important considerations lead us to earnestly invite your most careful investigation of Ganymede-in-Daytona, the value of its property, its program of development and home-building, the business integrity and financial responsibility of the men behind it, and the money-making possibilities open to early buyers.

Satisfy yourself, and we are certain that your investigation will not only satisfy you but also result in immediate action, because we *know* that you will find GANYMEDE to be all that is claimed for it, and more—a whole lot more.

You will find in GANYMEDE a development in which original profits are to be made—an investment which your own good business judgment will recommend.

To obtain the profits to which an original investor is entitled, act now. Or if you desire further information, send us your name and address promptly, without obligating yourself in any way.

GORDON R. COWIE CORPORATION

DAYTONA BEACH, FLORIDA

GORDON R. COWIE CORPORATION  
DAYTONA BEACH, FLORIDA  
(or nearest representative)

With no obligation on my part, send me full particulars regarding your free trip to Florida.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# Ganymede -in-Daytona *Homes*





**IN GANYMEDE You Can Build On Easy Terms  
a House Similar to the Attractive Florida  
~ ~ ~ ~ Home Shown On This Page for**

**ON A BEAUTIFUL LOT 50x125 Costing \$2,100  
—with Four Citrus Trees On the Lot—**

**\$8,500**  
 **$\frac{1}{3}$  DOWN**



### *Description of House*

On the first floor is a reception and living room with tile floor and fireplace, a pretty balcony overhanging the living room, a light, convenient kitchen with built-in cupboards and icebox, a built-in garage, and a patio with fountain. On the second floor are two bedrooms, a bath, a sleeping porch and a canopied patio. A free illustrated booklet showing the views,

plans and prices of other attractive homes will be sent upon request. Purchasers of lots in GANYMEDE are required to pay \$6.00 per lot per year into a perpetual care or trust fund, whereby approximately \$15,000 will be available annually for future maintenance of parks, parkways and landscaping in the subdivision.



# Buy~ Build ~ Live ~ Prosper At Ganymede~in~Daytona, on the Dixie Highway

**P**ICTURE, if you will, a plot of ground suitable for either home building or investment purposes laid out and being beautified by nationally known landscape architects and engineers, and located in the corporate limits of a large, hustling, growing, semi-tropical, seashore city. Consider a location just far enough south to be comfortably warm in the winter and just far enough north to be delightfully cool in the summer, where the average yearly temperature is 71 degrees; a spot less than 7/10 of a mile from a fine Golf and Country Club (not one that is-to-be but one long established and well-known) and seven minutes distance, or less, from churches, schools, theatres, the city's principal shopping center, and the world's greatest natural ocean beach. Then you will have an idea of GANYMEDE, in the City of Daytona Beach, and the State of Florida, a beautiful subdivision, in a city considered by thousands to be the most delightful in the world.

Think what it would mean to yourself and your family to have your home or own property in a place like that. Estimate the future increases in value that such property

## Facts are Facts

**D**AYTONA BEACH, on Florida's east coast, has long been a popular, thriving all-year residential city, principally because of its delightful, equable climate, pure air, attractive homes, famous beach, and fortunate location in a prosperous citrus district. Within the corporate city limits of Daytona Beach lies GANYMEDE, with its beautiful palms, majestic live-oaks, productive orange and grape-fruit groves, and extensive citrus nursery. Ganymede-in-Daytona borders Dixie Highway and is adjacent to the Atlantic Ocean: and in presenting this substantial subdivision its owners need not magnify its advantages as a home-site, nor exaggerate its magnificent program of parks, parkways, fountains, water-ways, landscaping, winding boulevards, streets, sidewalks, water, gas, electricity and other improvements, nor over-estimate the money-making opportunities that await buyers of residential and business lots, for the facts are sufficient."

*N.B. Cassin.*  
City Manager of

DAYTONA BEACH, FLORIDA

should enjoy on account of its natural advantages and splendid location in a thriving city where values are constantly, consistently and rapidly increasing. You may have remunerative employment if you wish; or you may go hunting, fishing, boating, golfing or ocean bathing every day in the year. You may pick oranges, grape-fruit and a variety of other table delicacies from your own trees or garden, where flowers bloom continually and the sun is always friendly; where the gulf stream is near enough to keep the air warm in winter but far enough away to

permit cool ocean breezes in summer.

Only those who have visited the City of Daytona Beach can fully appreciate its beneficent, healthful climate, the beauties of its scenery, the wonders of its marvelous ocean beach, the colorful, comfortable homes, the splendid schools, churches, hotels, clubs, golf courses, tennis courts, and drives, the surf bathing, gardens, palms, flowers—and moonlight. For moonlight as well as sunrise is at Daytona Beach a revelation of fanciful delight—moonlight with those merrymaking beach parties and that endless procession of



AT LOW TIDE, THE DAYTONA  
BEACH DRIVEWAY WILL  
ACCOMMODATE FIFTY  
CARS ABREAST



# Only 7 Minutes from the Ocean and the Famous Daytona Beach

automobiles on the magnificent beach driveway. That marvelous beach driveway is 500 feet wide at low tide, and will accommodate 50 cars abreast and extends along the water's edge a distance of 23 miles. It is probably the only road in America not made by either taxes or bond-issues. Undoubtedly it is the speediest course in the whole world, and it is cleaned and made over every twelve hours without cost.

Is it strange that many people attracted to Daytona Beach by stories of its unmatched climate and natural healthful playgrounds, went there for only a vacation but made the place their permanent all-year-round home?

Here, then, at this marvelous spot in the semi-tropical South, right in the rapidly growing City of Daytona Beach, is located GANYMEDE. Ridgewood Avenue leads to it, that picturesque boulevard overhung by spreading palms and moss-draped live-oaks. Ridgewood Avenue is the local name of Dixie Highway, and because of its magnificent homes constitutes the city's best residential street. Beautiful and exclusive Ridgewood Avenue is the very street on which Ganymede abuts. Thus Ganymede-in-Daytona appeals instantly to both the most exacting home-seeker and the shrewdest investor.

Here you find more than picturesque setting; here is also substantial value. And as you survey Ganymede-in-Daytona—the subdivision that has actually astonished even

Daytona Beach residents with its sane program of development and home building—and compare it lot for lot and in all respects with other properties, whether in the Daytona Beach district, or in other localities in Florida, or elsewhere, you will need no expert to persuade you that Ganymede-in-Daytona has merit—that it is a real, substantial thing of value—a safe, sound and carefully planned development which should quickly result in substantial profits to investors.

With actual sales in excess of a million dollars a day, great profits are being quickly made in Daytona Beach real estate, and this is a statement that can be verified by addressing the Daytona Beach Chamber of Commerce or any Daytona Beach bank or daily paper—and there is no logical reason why handsome profits will not continue to be made, especially in such a substantial development as GANYMEDE.

But see Ganymede-in-Daytona yourself. Use your own judgment. Make your own decision. Take advantage of our delightful seven or eight-day trip to the property and other East Coast and interior Florida points. Get all the facts first hand. To learn how you can make the trip at our expense use the coupon: or send us your name and address and we will be glad to furnish any further information desired, including prices, maps and plat of unsold locations. To do this you will not obligate yourself in any way.

Address:

## GORDON R. COWIE CORPORATION DAYTONA BEACH, FLORIDA

### Member

Daytona Beach Real Estate Board  
Daytona Beach Chamber of Commerce  
Chicago Real Estate Board  
National Real Estate Associations

GORDON R. COWIE, *President*

### References

Daytona Beach Chamber of Commerce  
or any Daytona Beach Bank  
or Trust Company.

EVERY DAY A HOLIDAY ON  
DAYTONA BEACH





# Exaggerated Statements are Unnecessary~the Facts are Sufficient

## *These Daytona Beach Photograph's Tell Their Own Story*

### GANYMEDE

Is located within the corporate limits of Daytona Beach a prosperous city of over 21,000 people



ALL-YEAR-ROUND GOLF AT DAYTONA BEACH



TARPON FISHING IS REAL SPORT AT DAYTONA BEACH



OLD SPANISH CANAL, DAYTONA BEACH



PUBLIC AUDITORIUM, DAYTONA BEACH

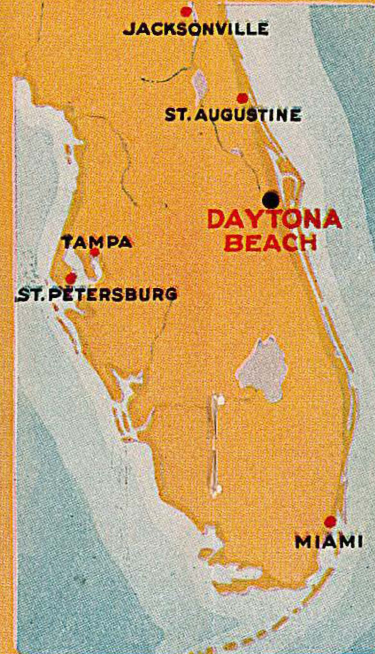


ONE OF THE FIVE GRADE SCHOOLS AT DAYTONA BEACH



AN AFTERNOON'S CATCH AT DAYTONA BEACH

Each of the places shown in the pictures is in Gany-mede or less than seven minutes distant



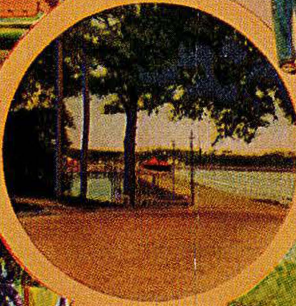
ONE OF THE BEAUTIFUL DRIVES AT DAYTONA BEACH



BEAUTIFUL RIDGEWOOD AVENUE, OTHERWISE KNOWN AS THE DIXIE HIGHWAY, ON WHICH GANYMEDE IS LOCATED



ONE OF THE WOMEN'S CLUBS AT DAYTONA BEACH



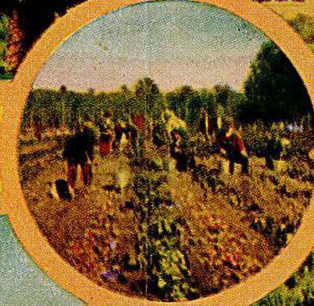
ONE OF THE BRIDGES ACROSS THE HALIFAX RIVER AT DAYTONA BEACH



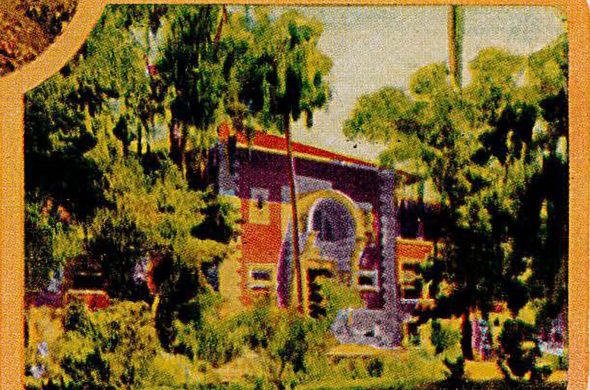
ORANGE AND GRAPE FRUIT GROVE ON OUR PROPERTY IN DAYTONA BEACH



YACHT CLUB, DAYTONA BEACH



HARVESTING POTATOES IN THE DAYTONA BEACH DISTRICT



ONE OF THE TWO PUBLIC HIGH SCHOOLS, DAYTONA BEACH



# You Can Buy or Build in Ganymede-in-Daytona With Very Little Cash~and Surprisingly Easy Terms

**H**ERE is one spot in Florida where land has not been sold and re-sold and sold again, and you can therefore still secure business or residential lots, only seven minutes from the ocean, at original prices.

And GANYMEDE is one of the sound subdivisions in Florida that is not offered for sale at prices based upon its nearness to something that is-to-be. Instead, it is actually in Daytona Beach, one of the fastest growing cities in the State of Florida.

You will not have to wait for population, or home building, or public improvements, or modern conveniences, or country clubs, schools or churches, or citrus or agricultural development, all of which serve to increase real estate values. They are already there. Daytona Beach is, and for a long time has been, a popular, prosperous community, and is now the seventh city in Florida and the sixth largest vegetable shipping point in the State.

With all its advantages and a large permanent population, and an additional population of exceeding 125,000 persons during the winter season, why should not Daytona Beach grow by leaps and bounds!

The city already has 71 miles of paved streets, 84 miles of sewerage, and the other modern conveniences and necessities, including city water, supplied from healthful artesian wells, gas, electricity, telephones, etc. There are 5 grade schools, 2 high schools, 1 Junior high school, 2 private schools and 1 Montosorri school. There are six banks and trust companies with combined deposits of more than \$13,000,000, and the large circulation of the two modern daily newspapers is convincing evidence of their clean, progressive journalism and up-to-the-minute news service. Daytona Beach has a Chamber of Commerce which claims to be the second largest in the country. In any event none does more for civic welfare. It has 27 churches, 15 clubs and societies, numerous hotels, 3 golf courses, (in addition to the large one near GANYMEDE) 5 theatres, 2 parks, 3 hospitals,

a City Hall, Public Auditorium, beach rest, 2 Casinos, 2 libraries and a community house. During the summer months 12 through passenger trains stop here daily, and 16 each day in the winter season. And the tax-rate in Daytona Beach has been only 20 mills on a 50% valuation. Buildings and improvements under way or soon to start in Daytona Beach include a new \$2,000,000 paved highway connection to the West Coast, an expensive new athletic club, 2 splendid new hospitals, a large new hotel, an additional Y.M.C.A. building, and numerous apartment buildings and homes.

The agricultural lands surrounding Daytona Beach include about 10,000 acres of the finest fruit and vegetable soil in the State—soil on which three crops per year are possible—and for which, because of its nearness to eastern and central markets, there is always a ready and profitable sale. Oranges, lemons, grapefruit, potatoes, celery, tomatoes, berries and a variety of other food-stuffs are grown cheaply and with very satisfactory profits to the growers. It may almost be said that there are no seasons in this district. An apiary there claims a record of 600 pounds of honey from one swarm of bees in one year.

With such stable foundations, plus the world-famous beach 500 feet wide at low tide and extending 23 miles along the ocean front, there can be little doubt regarding the future of the City of Daytona Beach, or the probable increases in values of business and residential properties. That is especially true of GANYMEDE because of its splendid location in the city, and the comparatively low prices of its lots.

Buy a home and live. Get in on the ground floor so that your investment may be the more profitable. Be an early buyer in GANYMEDE. Every decision may be an opportunity passed or lost. You owe it to yourself to Ganymede-in-Daytona at once, first hand, by taking a delightful seven-day trip to Florida at our expense.



BEACH STREET, ONE OF THE BUSINESS  
THOROUGHFARES, DAYTONA BEACH



# What the Home Folks Think of Ganymede-in-Daytona

NO. 12346  
**THE FIRST NATIONAL BANK OF SEABREEZE**  
 SEABREEZE, FLA.  
 November 10th  
 1925

I am acquainted with the men who own and are developing Ganymede Subdivision within the corporate limits of the City of Daytona Beach, Florida.

It is a strictly legitimate undertaking by responsible and capable business men. Persons dealing with them may feel they are doing business with honorable men and that their development of the subdivision is along proper lines with substantial investments on their part to back the enterprise.

Very truly yours,

*Lawrence Y. Sherman*  
 Lawrence Y. Sherman.

Note: Mr. Sherman was formerly United States Senator from Illinois.

DAYTONA BEACH CHAMBER OF COMMERCE  
 DAYTONA BEACH, FLORIDA  
 November 28, 1925.

Mr. Gordon R. Cowie, President,  
 Gordon R. Cowie Corporation,  
 Developers of Ganymede,  
 Daytona Beach, Fla.

Dear Sir:

We congratulate you and the other officers of your corporation upon the splendid program for the development of Ganymede in this city. You have selected a beautiful location on famous Ridgewood Avenue, which is one of the most picturesque stretches of the Dixie Highway. We thank you for having selected Daytona Beach for your activities and wish you success.

Respectfully yours,

DAYTONA BEACH CHAMBER OF COMMERCE

David W. Pitts, President

Frank A. Pierce, Secretary



Second Largest Chamber of Commerce in the World



**American Bank & Trust Company**  
 Daytona, Florida

NOVEMBER 14th, 1925

To Whom it may Concern:

From the place shown me I am led to believe that Ganymede is to become one of the principal developments of the Florida east coast.

The men who are interested in this proposition are developers and not promoters, and come to this city with the very highest recommendations from those who know them in their home city of Chicago. Their object seems not to sell a subdivision but to help build a city.

Yours very truly,

*H. A. Jones*  
 President.

HAS/p

**GARDINER & BRASS**  
 ATTORNEYS AND COUNSELLORS AT LAW  
 DAYTONA, FLORIDA

November 9, 1925.

Mr. Gordon R. Cowie, President  
 Gordon R. Cowie Corporation,  
 Daytona Beach, Florida.

Dear Sir:

I have been greatly interested in the subdivisions within our corporate limits to ascertain and determine their respective merits to the end that investors may be duly and properly protected in making purchases of property within our city. With that purpose, I have made a careful and thorough investigation of the subdivision known as GANYMEDE, and unhesitatingly compliment you upon your plans, and am pleased to recommend this subdivision on its merits.

Yours very truly,

*B. H. Jones*  
 B. H. Jones

Note: Since this letter was written Mr. Brass has become Mayor of Daytona Beach.